

CONTRACT



KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

and:

Carlisle/NP/Mayor
Attention: Jim Fulton
210 Ward Ave
Suite 222
Honolulu, HI 96814

Contract / Revision 935862 /		Alt Order #
Product \$2100 FR 7/10WK		
Contract Dates 07/24/12 - 07/30/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 07/23/12 / 07/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/28/12	07/29/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----SS				1	\$300.00			
N 2	KITV	07/28/12	07/28/12	CASTLE	9-10pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----S-				1	\$300.00			
N 3	KITV	07/29/12	07/29/12	AM FUNNIEST VIDEOS	6-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----S				1	\$400.00			
N 4	KITV	07/29/12	07/29/12	KITV 4 News at 10 Sun	KITV 4 News at 10		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----S				1	\$500.00			
N 5	KITV	07/30/12	07/30/12	BACHELOR PAD	7-9P		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	M-----				1	\$600.00			
Totals											5	\$2,100.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	4	\$1,500.00	\$1,275.00	\$60.08	\$1,335.08
07/30/12 - 07/30/12	1	\$600.00	\$510.00	\$24.03	\$534.03
Totals	5	\$2,100.00	\$1,785.00	\$84.11	\$1,869.11

Signature: _____ Date: _____

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And:

Carlisle/NP/Mayor
Attention: Jim Fulton
210 Ward Ave
Suite 222
Honolulu, HI 96814

Contract / Revision 906687 /		Alt Order #
Product 7/23WK		
Contract Dates 07/24/12 - 07/29/12		Estimate # WEEK 3
Advertiser Carlisle/NP/Mayor		Original Date / Revision 07/20/12 / 07/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/24/12	07/29/12	KITV 4 News This Morning	5-6A		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$100.00			
N 2	KITV	07/24/12	07/29/12	KITV 4 News This Morning	6-7A		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$100.00			
N 3	KITV	07/24/12	07/29/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-TWTF--				5	\$100.00			
N 4	KITV	07/24/12	07/29/12	KITV News At 5	5-5:30pm		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$300.00			
N 5	KITV	07/24/12	07/29/12	KITV News At 6	6-6:30pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-TWTF--				4	\$500.00			
N 6	KITV	07/24/12	07/29/12	KITV News At 10	10-1035pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-TWTF--				3	\$500.00			
7	KITV	07/28/12	07/29/12	KITV4 NewsThis Morn Sa/SuKITV4 NewsThis M			:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----11				2	\$100.00			
N 8	KITV	07/24/12	07/29/12	Dr Oz 4-5p	4-5p		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$150.00			
N 9	KITV	07/24/12	07/29/12	Ellen	3-4pm		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-1111--				4	\$100.00			
N 10	KITV	07/28/12	07/28/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$300.00			
Totals											35	\$7,500.00

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<u>Contract / Revision</u> 906687 /		<u>Alt Order #</u>
<u>Contract Dates</u> 07/24/12 - 07/29/12	<u>Product</u> 7/23WK	<u>Estimate #</u> WEEK 3
<u>Advertiser</u> Carlisle/NP/Mayor		<u>Original Date / Revision</u> 07/20/12 / 07/20/12

Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	35	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39
Totals	35	\$7,500.00	\$6,375.00	\$300.39	\$6,675.39

Signature: _____ Date: _____

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CONTRACT

KGMB
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-3246

Contract / Revision 738563 /		Alt Order #
Product Week-7/23 Week 3		
Contract Dates 07/23/12 - 07/29/12		Estimate #
Advertiser Peter Carlisle for Mayor		Original Date / Revision 07/20/12 / 07/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KGMB	Account Executive Patty Doo	Sales Office Honolulu-Local
Special Handling		
Demographic Women 35+		
		Total Ratings 206.50
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, H 96813

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KGMB	07/23/12	07/29/12	HI News: Sunrise 5-8a	5a-8a		:30				NM	15	\$3,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				15	\$215.00	3.10			
3	KGMB	07/23/12	07/29/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$350.00	5.80			
4	KGMB	07/23/12	07/29/12	M-F HI News NOW at 6p	6p-630p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$600.00	5.20			
5	KGMB	07/23/12	07/29/12	M-F HI News NOW at 10p	10p-1035p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				2	\$800.00	7.30			
6	KGMB	07/23/12	07/29/12	Sa HI News NOW at 10p	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-				1	\$500.00	4.70			
7	KGMB	07/23/12	07/29/12	M-Su HI News NOW at 5p	5p-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----11				2	\$250.00	5.00			
8	KGMB	07/23/12	07/29/12	Late Show wDavid Letterma	1030p-1130p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWTF--				1	\$175.00	2.30			
9	KGMB	07/23/12	07/29/12	Su HI News NOW at 10p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S				1	\$600.00	6.70			
10	KGMB	07/24/12	07/29/12	Price Is Right	10a-11a		:30				NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-TWTF--				3	\$130.00	2.30			
11	KGMB	07/24/12	07/29/12	Y&R	1p-2p		:30				NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-TWTF--				3	\$110.00	2.50			
12	KGMB	07/24/12	07/29/12	The Talk	2p-3p		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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KGMB
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-3246

<u>Contract / Revision</u>	<u>Alt Order #</u>
738563 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/23/12 - 07/29/12	Week-7/23 Week 3	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Peter Carlisle for Mayor	07/20/12 / 07/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--				3	\$75.00	1.30			
N 13	KGMB	07/24/12	07/29/12	Jeopardy I	430p-5p		:30				NM	5	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--				5	\$195.00	3.10			
N 14	KGMB	07/24/12	07/29/12	NCIS	7p-8p		:30				NM	1	\$1,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----				1	\$1,455.00	9.90			
N 15	KGMB	07/24/12	07/29/12	NCIS LA	8p-9p		:30				NM	1	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----				1	\$1,240.00	10.20			
N 16	KGMB	07/24/12	07/29/12	Person of Interest	9p-10p		:30				NM	1	\$1,485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-T-----				1	\$1,485.00	6.80			
V 17	KGMB	07/23/12	07/29/12	CSI NY	8p-9p		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--				1	\$1,050.00	6.90			
V 18	KGMB	07/24/12	07/29/12	Blue Bloods	9-10p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--				1	\$1,400.00	8.10			
V 19	KGMB	07/23/12	07/29/12	60 Minutes	6p-7p		:30				NM	1	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S				1	\$960.00	7.30			
V 20	KGMB	07/24/12	07/29/12	The Mentalist	9p-10p		:30				NM	1	\$1,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S				1	\$1,290.00	8.00			
V 21	KGMB	07/24/12	07/29/12	M-F Insider	630p-7p		:30				NM	3	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--				3	\$310.00	2.90			
Tax 1 Note: General Excise Tax 4.712%								Totals	206.50			50	\$20,230.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	50	\$20,230.00	\$17,195.50	\$810.25	\$18,005.75
Totals	50	\$20,230.00	\$17,195.50	\$810.25	\$18,005.75

Signature: _____ Date: _____

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